

SELLING points

February 2012 Vol. 12, No. 8

MONTHLY RETAILER NEWSLETTER

PICTURE YOURSELF HERE



WE SOLD
A WINNING
PALMETTO CASH 5 TICKET
Worth

\$400,010!

OVERALL ODDS OF WINNING ARE 1 IN 8.8. ODDS OF WINNING THE \$500,000 TOP PRIZE ARE 1 IN 8,331,072.

Palmetto Cash 5

South Carolina Education Lottery

Date _____

Pay to the order of _____

4,000⁰⁰ Dollars

For **SELLING BONUS**

11:0012343211: 000133314111:: 52789

South Carolina Education Lottery

Dear Lottery Retailers:

With the arrival of February, we are well into the New Year, have our 10th anniversary under our belts, and are enjoying the new *Powerball*® enhancements! The South Carolina Education Lottery does not sit still – we are always looking for creative ways to improve our games, both instant and online.

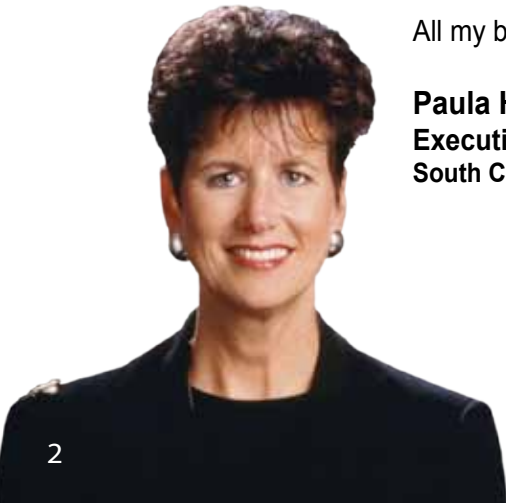
One example of this practice is South Carolina’s “own” online game – *Palmetto Cash 5*, featured in this month’s *Selling Points*. *PC5* launched 7 years ago with 3 draws a week and has evolved into a daily draw game, while the cost is still just \$1. You’ll find a comprehensive review of the *Palmetto Cash 5* game elsewhere in this newsletter.

Another excellent form of game enhancement is the second-chance draw. Players still have time to submit their non-winning tickets for the *Diamond Millionaire 10th Anniversary*, *Wheel of Fortune*® and *Jeep*® Second-Chance Promotions for a chance to win some very attractive prizes. Retailers, be sure to let your players know these opportunities are available!

Game enhancements and promotions come in many shapes and sizes. The Lottery’s Promotions personnel can help you with promotional ideas tailored to your retail location. Promotions are a great way to create interest and bring excitement to your store – maybe even to attract new players. Contact your Marketing Sales Representative today to find out how to host an in-store promotion.

The Education Lottery is ready to assist our retailers, because we appreciate your dedication and hard work in selling lottery tickets. We are all here to provide funds to educate South Carolina’s students – students who are the future of the Palmetto State.

Thank you, Retailers, for being a valuable part of our mission!!



All my best,
Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly! www.PlayResponsiblySC.com



Kerrie and Bob White, Owners of Garden Spot #2, celebrate 10 years with the Lottery.

Garden Spot #2

SUCCESS STORY

By Jay Caldwell, Midlands MSR

If “A successful convenience store for 41 years and a great lottery retailer for 10 years” was a clue on a certain game show then “What is **Garden Spot #2** in **Greenville**?” would be the answer!

Garden Spot #2 owners Bob and Kerrie White have been serving their loyal customers since November 7, 1970. Their lottery sales in the last 10 years have been outstanding and can be attributed to their entire staff always asking for the sale!

“I’ve always felt that if I don’t keep our customers informed of jackpot amounts by consistently changing my sign or not letting them know of new instant tickets that come out, we would be doing our customers a disservice. You don’t last long doing that,” said Bob White, owner.

The great staff follows these selling points in their effort to be successful with their lottery sales: The location immediately displays new instant tickets when their shipment comes in, has a well-stocked inventory, displays new tickets under the glass on their counter (and informs their customers of them), and keeps the dispenser FULL!

By proudly displaying their “Winner Awareness” sheets and posters, customers are constantly reminded that winning tickets are sold at this location. “We enjoy selling lottery tickets. We are proud to be supporting education here in South Carolina,” remarked Kerrie White, owner. The Lottery is proud to have retailers like Garden Spot #2 all over the state.



Chhaya Patel and Sylvia Leaphart of **Quick Stop #3** in **Columbia** sold a \$75,000 winning Giant Jumbo Bucks ticket.

Bela Patel of **Bells** in **Greenville** sold a Blue Sapphire Bucks ticket worth \$200,000.

A \$200,000 winning Emerald Green 7’s ticket was sold by Kash Patel and Paul Patel of **Cruizers #3** in **Florence**.

\$94.5 MILLION In Total Prizes Paid to **Palmetto Cash 5** Winners!

Teach...

Jimmy's Mart in **Columbia** leads all retailers in online product sales. Their secret weapon: *Palmetto Cash 5*.

Their players simply like the game. **The reason:** Jimmy's Mart staff asks customers to give *PC5* a try and explains how to play.

Because *Palmetto Cash 5* is South Carolina's own numbers game, Jimmy's Mart feels strongly about supporting it, as all retailers should.

Palmetto Cash 5 has produced its fair share of winners at Jimmy's Mart. As a way of saying thanks, one winner went to the Farmers Market and brought back fruits and vegetables to give away to customers in Jimmy's parking lot.

Compare...

When *Palmetto Cash 5* sales went to seven days a week, **Kwik Mart's** players responded. It was a win-win situation for both parties. Players were thrilled they had an extra day to play and win, and the **Sumter** retailer was pleased to see an increase in sales. To sell *Palmetto Cash 5*, Kwik Mart has found mentioning the odds helps.

Reminding players their odds of winning *Palmetto Cash 5* are significantly better than their chance at the *Powerball*® or *Mega Millions*® jackpot makes a difference. As a retailer, if just one of your players wins the top prize playing *PC5*, the win could easily jump start your overall lottery sales.

Win...

Garden Spot 4 in **Taylors** knows it's only a matter of time before they sell a \$500,000 winning *Palmetto Cash 5* ticket. They've watched countless customers miss the jackpot by one number. While a near miss breeds excitement, they know what selling a big winner could do for their lottery sales.

Offering better odds than *Powerball*® or *Mega Millions*®, Garden Spot 4 has found *Palmetto Cash 5* to be an easy sale. Posting winning *Palmetto Cash 5* tickets for customers to see hasn't hurt either. They've also found reminding customers *PC5* is South Carolina's own game helps to promote ticket sales.

Service...

Excellent customer service is a staple at **Food Mart #1** in **Charleston**. When it comes to making *Palmetto Cash 5* sales count, the location does what it does best – please the customer. When any ticket, not just a *Palmetto Cash 5* ticket, is presented, the location cashes it willingly and promptly. Lottery players never have to wait at Food Mart #1. If a lottery player has a question about playing *Palmetto Cash 5*, the staff has the answer.

Food Mart #1 is doing it right. For fiscal year 2010-11, the location was the number one retailer in the state. It comes as no surprise to hear the location sold a *Palmetto Cash 5* ticket worth \$200,000 in 2009. Take a lesson from one of the best in the business: Practice excellent customer service and you'll do fine.

Evolution Of Palmetto Cash 5



DRAWING UPDATES

Bass Pro Shops® Second-Chance Promotion

By Christine Green, Product Manager

The third and final drawing for the **Bass Pro Shops® Second-Chance Promotion** was held on November 18, 2011. One lucky winner from Columbia won the \$100,000 final Grand Prize and a winner from Longs won the final outdoor adventure trip! In total, five lucky winners won outdoor adventure trips in the promotion. Each outdoor adventure trip winner chose from six destinations. The rugged, adventurous Alaska Angling trip and the relaxing, luxurious Big Cedar® Lodge trip were the top favorite locations among our winners.

Wheel of Fortune® Second-Chance Promotion

Draw 1 of 3: Three (3) WOF trip prizes
Entry Deadline: Friday, February 17, 2012
Drawing Date: Thursday, February 23, 2012

Jeep® Second-Chance Promotion

Draw 3 of 3: One 2011 Jeep® Wrangler Unlimited Rubicon Vehicle and One \$100,000 Final Grand Prize**
Entry Deadline: Friday, March 16, 2012
Drawing Date: Friday, March 23, 2012
** Based upon the availability of the 2011 Model, a 2012 Jeep® Wrangler Unlimited Rubicon vehicle may be substituted.

SELLING POINT

Make certain you give the player the REISSUED ticket when you cash a multiple-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multiple-draw ticket is cashed.

Holiday Closings

FEBRUARY:
Mon., Feb. 20: SCEL offices will be closed to observe the Presidents’ Day holiday. Retailers will NOT be able to order tickets. Remember to order early. Drawings will be held as scheduled.

Love to play?
Love to WIN?

The new \$1 LUCKY IN LOVE ticket is on sale now to celebrate Valentine’s Day. The top prize is \$1,400 and players can win up to 5 times! Players can match YOUR NUMBERS to either LUCKY NUMBER to win the prize shown. Or, get a CUPID symbol and win the prize shown instantly! Remind players that lottery tickets and LUCKY IN LOVE make great Valentine’s gifts for loved ones!



REMIND PLAYERS TO CONFIRM TICKET PURCHASES AND SIGN TICKETS

By ViVi Simons, Publications Manager

CONFIRM TICKET PURCHASES:

The Lottery’s PLAYERS bear the RESPONSIBILITY OF CHECKING THE ACCURACY of purchased ticket(s). On all of the Lottery’s literature, players are cautioned to check their online tickets upon purchase to ensure:

- (1) the ticket is legible;
- (2) the ticket represents the numbers selected; and
- (3) the ticket is for the drawing(s) the player wished to enter.

Additionally, a player should check that the ticket is not damaged by the terminal and is complete. Players must confirm the tickets purchased before leaving your store. As the printed ticket is the ONLY valid receipt for claiming a prize, the player has no recourse if he or she does not confirm the ticket(s) received match the ticket(s) requested.

Pick 3 and Pick 4 Tickets:

Pick 3 and Pick 4 players should confirm the play type, draw dates, and bet amount are printed EXACTLY as requested. If there is an error on a ticket, players should have you CANCEL the ticket and print another. There are rules as to how long a player has to cancel a ticket. In some cases the player may not be able to have a ticket canceled because the request comes during the draw break.

Prior to each drawing, online game sales will be temporarily suspended to allow for the drawing. Pick 3 and Pick 4 sales are suspended at 12:45 p.m., Monday through Saturday, and at 6:45 p.m. every night. The purpose of the sales suspension is to ensure no transactions for the current draw are underway during the draw. Normally after making a Pick 3 or Pick

4 purchase, a player has up to 20 minutes to cancel the sale; however, you may NOT cancel a ticket sold for a given draw after sales have been suspended for that drawing.

Please note: Palmetto Cash 5, Powerball®, Mega Millions® and Add-A-Play® tickets CANNOT BE CANCELED. Players should confirm the ticket details and the price with you BEFORE the ticket is printed.

Add-A-Play® Tickets:

Add-A-Plays® are purchased in conjunction with a Pick 3, Pick 4, or Palmetto Cash 5 purchase. Players should confirm any Add-A-Play® tickets purchased have the current date and time of purchase stamped on the tickets. If the time-stamp is old, they should request a current ticket.

SIGN TICKETS IMMEDIATELY UPON PURCHASE:

As soon as a player has confirmed the ticket received is as requested, the single most important thing a player can do to protect their ticket purchase is to SIGN their tickets IN INK IMMEDIATELY. If a winning ticket is lost, it is like losing cash and cannot be replaced. As a lottery ticket is a bearer instrument, the player’s signature on the ticket claims ownership and helps protect the player in the event a ticket is misplaced or stolen. The Lottery is NOT responsible for lost or stolen tickets. If a player is not going to cash a winning ticket immediately, encourage them to fill in all the personal information on the back of the ticket to make it difficult for anyone else to claim their winning ticket.



\$200,000
\$200,000 Winner Green
Nina Kaur – Myrtle Beach
Purchased from
Al’s Food Mart – Myrtle Beach



\$100,000
Cold Hard Cash
James Phillips – Concord, NC
Purchased from Indian Land
Amoco – Rock Hill



\$575
Triple Wild Winner
William Beard – Sumter
Purchased from
Aviation Exxon – N. Charleston



\$20,000
Tattoo Doubler
Herbert Williams – Blackville
Purchased from Rainbow
Gas Garden #10 – Barnwell



\$606
Palmetto Cash 5
Henry Black – Gray Court
Purchased from Sunoco Food
Mart – Simpsonville



\$600
Mega Millions
Richard Sikoral – Bonneau
Purchased from Kangaroo
Express #878 – McClellanville

UPCOMING games

The following games are scheduled to launch Tuesday, February 7:



Launch dates and tickets are subject to change as necessary.
Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Wed., Feb. 1: Last day to sell Jeep® (#475).

Tues., Feb. 7: Last day to redeem 20X The Money (#483).

Tues., Feb. 14: Last day to redeem In the Money (#416), Super Lucky 8's (#424), \$200,000 Cash (#440), 3D Cash Cube (#444), 9's to Win (#447), and Strike It Rich (#472).

Wed., Feb. 15: Last day to sell Big Dollar Doubler (#441) and \$100,000 Touchdown (#492).

Tues., Feb. 21: Last day to redeem Cash To Go (#448) and Rock & Roll 7's (#458).

Tues., Feb. 28: Last day to redeem Carolina Riches 8th Anniversary (#438) and \$200,000 Cash Inferno (#485).

Wed., Feb. 29: Last day to sell Easy \$\$ (#417), Money Matters (#467), Cash Crazy Crossword (#476) and All the Money (#487).

ENDING games*

Please start selling down the following:

SC-475 Jeep®

Last day to sell:
Wednesday, February 1, 2012

Last day to return:
Friday, March 2, 2012

Last day to redeem:
Tuesday, May 1, 2012

SC-441 Big Dollar Doubler
SC-492 \$100,000 Touchdown

Last day to sell:
Wednesday, February 15, 2012

Last day to return:
Friday, March 16, 2012

Last day to redeem:
Tuesday, May 15, 2012

SC-417 Easy \$\$
SC-467 Money Matters
SC-476 Cash Crazy Crossword
SC-487 All The Money

Last day to sell:
Wednesday, February 29, 2012

Last day to return:
Friday, March 30, 2012

Last day to redeem:
Tuesday, May 29, 2012

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Wednesday, January 4, 2012.